

A Study of Taipei Bus Industry ' s Crisis Prevention Mechanism - An example of A Company

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ABSTRACT

The highly-developed science and technology has greatly resulted in the uncertainty of our current society, which has rapidly changed. During the development process, individual, enterprise, society or country may face various crisis. To decrease the occurrence of crisis and to avoid the possible loss, people have therefore paid much attention to crisis management. Recently, several severe business scandal happening at home and abroad, such scandal has brought significant impact on the related companies. As far as an enterprise is concerned, the occurrence of crisis is the turning point for business being upward or downward. Thus, crisis management should be duly conducted despite the scale of the enterprise. Augustine thought that crisis prevention is the simplest step with the least money to be spent to control the crisis. However, this step is usually ignored. Currently, although the domestic enterprise has gradually put much emphasis on crisis management, the measures of doing crisis prevention seem not to be considered or taken. In reviewing the domestic master or doctoral thesis, little study of crisis prevention was found. This study is to try to explore the crisis prevention of a domestic enterprise. Taipei Bus Industry, a public utility, which has the responsibility for the transportation for people living in Taipei metropolitan area, is closely linked to the people ' s daily life. In case of the occurrence of significant crisis, the normal life of people in Taipei will be severely affected, and great loss and inconvenience will arise. This study is to explore the crisis prevention of Taipei Bus Industry. To interview the stakeholders of A Bus Company through three aspects such as risk, environment and relationship, the crisis premonition of A Bus Company or warning may be detected. To aim at the various types of crisis premonition, a set of adoptable crisis prevention measures is therefore studied and contemplated. The highly-developed science and technology has greatly resulted in the uncertainty of our current society, which has rapidly changed. During the development process, individual, enterprise, society or country may face various crisis. To decrease the occurrence of crisis and to avoid the possible loss, people have therefore paid much attention to crisis management. Recently, several severe business scandal happening at home and abroad, such scandal has brought significant impact on the related companies. As far as an enterprise is concerned, the occurrence of crisis is the turning point for business being upward or downward. Thus, crisis management should be duly conducted despite the scale of the enterprise. Augustine thought that crisis prevention is the simplest step with the least money to be spent to control the crisis. However, this step is usually ignored. Currently, although the domestic enterprise has gradually put much emphasis on crisis management, the measures of doing crisis prevention seem not to be considered or taken. In reviewing the domestic master or doctoral thesis, little study of crisis prevention was found. This study is to try to explore the crisis prevention of a domestic enterprise. Taipei Bus Industry, a public utility, which has the responsibility for the transportation for people living in Taipei metropolitan area, is closely linked to the people ' s daily life. In case of the occurrence of significant crisis, the normal life of people in Taipei will be severely affected, and great loss and inconvenience will arise. This study is to explore the crisis prevention of Taipei Bus Industry. To interview the stakeholders of A Bus Company through three aspects such as risk, environment and relationship, the crisis premonition of A Bus Company or warning may be detected. To aim at the various types of crisis premonition, a set of adoptable crisis prevention measures is therefore studied and contemplated. Key Words : crisis,crisis prevention,crisis premonition,

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Table of Contents

第一章緒論:第一節研究背景與動機第二節研究目的第三節研究範圍與流程 第二章文獻探討:第一節危機與台北市公車業者危機類型第二節危機管理第三節危機偵測與預防 第三章研究設計:第一節研究方法第二節資料收集第三節訪談對象與研究前分析框架 第四章訪談資料分析:第一節危機的類型第二節風險面的危機徵兆與預防第三節環境面的危機徵兆與預防第四節關係面的危機徵兆與預防 第五章研究結論與建議:第一節研究發現第二節建議

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